



75. The system of claim 74, wherein the profile generator includes:

means for monitoring subscriber activity;
means for retrieving source related information corresponding to the selected source material; and
means for generating a subscriber profile based on the subscriber activity and the source related information.

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76. The system of claim 74, wherein the profile generator includes:

means for monitoring subscriber activity;
means for retrieving source related information corresponding to the selected source material;
means for generating a content characteristics vector based on the source related information; and
means for generating a subscriber profile based on the subscriber activity, the content characteristics vector, and a set of heuristic rules.

77. The system of claim 74, wherein the profile generator includes:

means for monitoring subscriber activity;
means for generating a viewing habits profile from the subscriber activity; and